

## CLAIMS

1. A soft-sided lunch kit comprising:

2 a body including a pliable bottom wall, a pliable side wall  
joined to and extending in upstanding-fashion about the periphery of the  
4 bottom wall, the side wall including an upper loading/unloading access  
opening to the interior of the body;

6 a pliable top panel sized to close the loading/unloading access  
opening and hinged to said body to be movable between positions opening  
8 and closing said loading/unloading access opening, an exterior side of said  
top panel having a decorative figure formed thereon; and

10 a quick access structure including a quick access opening in  
the top panel, and a flap hinged to the top panel to be movable between  
12 positions opening and closing the quick access opening, the flap defining a  
portion of said decorative figure.

2. The lunch kit of claim 1 wherein the flap has a periphery  
2 shaped to resemble at least a part of said portion of said decorative figure.

3. The lunch kit of claim 1 wherein the flap comprises an  
2 opening tab extending from the flap to overlay a surface of said exterior of  
said top panel, the opening tab defining part of said portion of said  
4 decorative figure.

4. The lunch kit of claim 1 wherein said pliable bottom wall,  
2 pliable side wall, pliable top panel and flap are all thermally insulated.

5. The lunch kit of claim 1 further comprising a zipper-like  
2 closing device extending about the loading/unloading access opening and a  
periphery of the top panel for selectively securing the top panel in a position  
4 closing said loading/unloading access opening.

6. The lunch kit of claim 1 wherein said decorative figure is  
2 in the form of an animal or a car, and said portion of said decorative figure  
comprises a lower jaw of the animal or a hood of the car.

7. The lunch kit of claim 6 wherein the flap comprises an  
2 opening tab extending from the flap to overlay a surface of said exterior of  
said top panel, the opening tab defining part of said portion of said  
4 decorative figure, said part of said portion of said decorative figure  
comprises a tooth or a lip of said animal or a grill of said car.

8. The lunch kit of claim 1 wherein the quick access opening  
2 provides access to a storage compartment carried on an interior side of the  
top panel.

9. A soft-sided lunch kit comprising:

2 a pliable body surrounding an storage compartment having a  
loading/unloading access opening ;

4 a lid connected to said body and sized to close said load-  
ing/unloading access opening with the lid in a closed position, the lid includ-  
6 ing a quick access opening therein to allow access to the storage compart-  
ment with the lid in the closed position, an exterior of said lid having a  
8 decorative figure formed thereon;

a flap connected to said lid to be movable between positions  
10 opening and closing said quick access opening in said lid, said flap defining  
a portion of said decorative figure.

10. The lunch kit of claim 9 wherein said pliable body is  
2 thermally insulated.

11. The lunch kit of claim 9 wherein said pliable body and  
2 said lid are thermally insulated.

12. The lunch kit of claim 9 wherein said pliable body, said  
2 lid, and said flap are thermally insulated.

13. The lunch kit of claim 9 wherein said lid is pliable.

2 14. The lunch kit of claim 9 wherein said lid and said flap are  
pliable.

15. The lunch kit of claim 9 wherein the flap comprises an opening tab extending from the flap to overlay a surface of said exterior of said lid, the opening tab defining part of said portion of said decorative figure.

16. The lunch kit of claim 9 further comprising a zipper-like closing device extending about the loading/unloading access opening and a periphery of the lid for selectively securing the lid in a position closing said loading/unloading access opening.

17. The lunch kit of claim 9 wherein said decorative figure is in the form of an animal or a car, and said portion of said decorative figure comprises a lower jaw of the animal or a hood of the car.

18. The lunch kit of claim 17 wherein the flap comprises an opening tab extending from the flap to overlay a surface of said exterior of said lid, the opening tab defining part of said portion of said decorative figure, said part of said portion of said decorative figure comprising a tooth or lip of said animal or a grill of said car.

19. The lunch kit of claim 9 wherein the flap has a periphery shaped to resemble at least part of said portion of said decorative figure.

20. The lunch kit of claim 9 wherein the quick access opening provides access to a storage compartment carried on an interior side of the top panel.

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21. A soft-sided cooler comprising:

2           a body including an insulated, pliable bottom wall, an insulated pliable side wall joined to and extending in upstanding-fashion about  
4           the periphery of the bottom wall, the side wall including an upper loading/unloading access opening to the interior of the body;

6           an insulated pliable top panel sized to close the loading/unloading access opening and hinged to said body to be movable between  
8           positions opening and closing said loading/unloading access opening, an exterior side of said top panel having a decorative figure formed thereon;  
10          and

12          a quick access structure including a quick access opening in the top panel, and a flap hinged to the top panel to be movable between  
14          positions opening and closing the quick access opening, the flap defining a portion of said decorative figure.

22. The cooler of claim 21 wherein the flap has a periphery  
2          shaped to resemble at least a part of said portion of said decorative figure.

23. The cooler of claim 21 wherein the flap comprises an  
2          opening tab extending from the flap to overlay a surface of said exterior of said top panel, the opening tab defining part of said portion of said decorative figure.  
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24. The lunch kit of claim 21 wherein the quick access opening provides access to a storage compartment carried on an interior side of  
2          the top panel.